The German Cosmetic, Toiletry,
Perfumery and Detergent Association

Annual Report 2013.2014

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EDITORIAL DEADLINE
31 March 2014

Dear Madam, dear Sir,

2013 was on balance a satisfying year for Germany and the industries represented by us. Despite the still high financial and monetary policy risks in the Euro space, Germany recorded a slight uptrend in general economic terms, with an increase in the price adjusted gross domestic product (GDP) of 0.4 % versus prior year. A substantial contribution was made by the domestic demand. German consumers currently have an optimistic view of the future as they hadn't had for some time. This growth has to be rated positively in particular because some European countries continue to have to fight recessionary tendencies. And the world economic environment meant that according to the Federal Statistical Office the 2013 imports were higher than the exports and, therefore, the growth in domestic demand was curbed by 0.3 percentage points (negative external balance).

Against this backdrop, beauty care and home care products demonstrated again their role as the main drivers of private consumption. Both markets continued to grow in 2013: beauty care products rose by 0.6 % in terms of value, and consumers spent 0.2 % more on home care products.

The innovativeness and orientation towards consumer requests render these product categories particularly attractive for the retail trade.

Our members know how to develop tailor-made concepts for the different distribution channels on the basis of a partnership-driven dialogue, so that further increases in value can be achieved in the different categories.

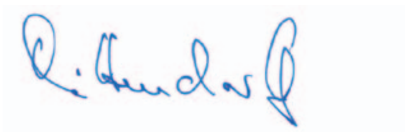
The basis for ongoing growth is, however, the large trust of consumers in the efficacy and safety of our products. The dramatic growth of permanently available information creates transparency on the one hand but results in many cases also in uncertainty. Moreover, interest-driven campaigns of certain groups time and again intend to fuel the fears in respect of certain ingredients without any factually substantiated reason.

The members of IKW focus on communication based on unbiased and understandable information about products, manufacturing, enviromental and health issues – and they successfully do so, as proven by the large consumer acceptance. As a central contact point, the website of our two divisions, Home Care and Beauty Care, with their information offering tailored to current topics have perfectly proven their worth. We will continue to intensify our active dialogue with scientists, public authorities, consumer organisations and other stakeholders, which critically accompany our activities.

According to the economists, economic growth of up to 2 % is to be expected in Germany in 2014. A robust labour market and free-spending consumers are the cornerstones of this positive forecast, which also sets the corresponding trends for our industries.

A significant degree of uncertainty is generated for our member companies only by the development of energy supplies in Germany. The question concerning the extent of the burdening of companies and consumers by the energy turnaround driven by politicians, overshadows the otherwise favourable prospects. For that reason the now newly elected members of parliament will have to adopt a smart energy and tax policy in order to avoid unnecessary uncertainty and give the necessary impulsions for a powerful general business recovery.

Yours sincerely



Dr. Rüdiger Mittendorff
President

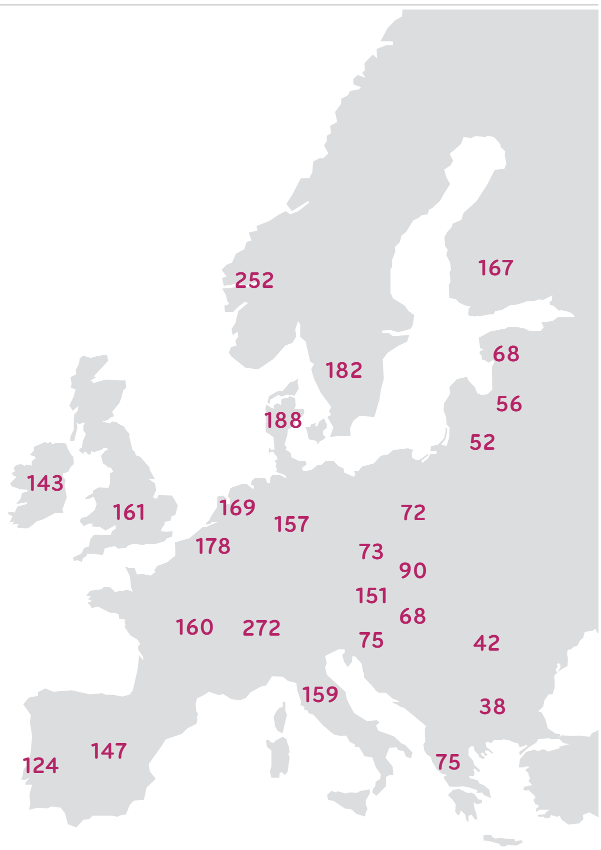
IKW, the German Cosmetic, Toiletry, Perfumery and Detergent Association, represents companies whose products are close to consumers. The beauty care products contribute towards health, beauty and wellbeing by helping people to cleanse and care for themselves. The home care products are necessary to clean, care for and preserve the value of the home, clothes and shoes as well as cars and other utensils.

The products of the beauty care and home care industry are an important pillar of private consumption in Germany. In 2013 sales value with beauty care products increased by 0.6 % versus 2012 and by 0.2 % for home care products. Both product ranges were again important drivers of domestic demand.

PER CAPITA CONSUMPTION OF BEAUTY CARE PRODUCTS 2012

In Euro

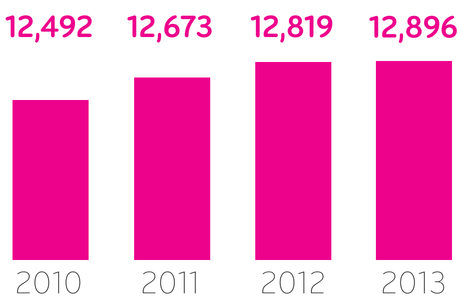
272	Switzerland
252	Norway
188	Denmark
182	Sweden
178	Belgium/Luxemburg
169	Netherlands
167	Finland
161	United Kingdom
160	France
159	Italy
157	Germany
151	Austria
147	Spain
143	Ireland
128	Europe
124	Portugal
116	European Union
90	Slovakia
75	Greece
75	Slovenia
73	Czech Republic
72	Poland
68	Hungary
68	Estonia
56	Latvia
52	Lithuania
42	Romania
38	Bulgaria



Source: Statistics 2012, Cosmetics Europe

Beauty Care Product Market Germany 2010 – 2013

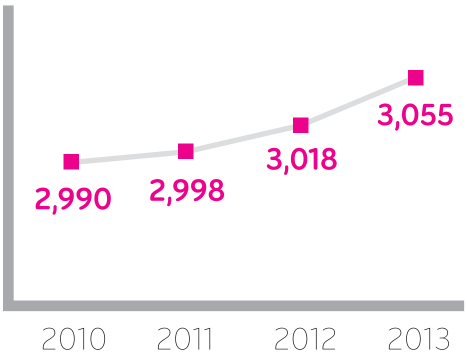
in million € at retail sales prices



The spending on beauty care products increased in 2013 by EUR 77 million to a total of EUR 12.896 billion; this corresponds to a 0.6 % rise.

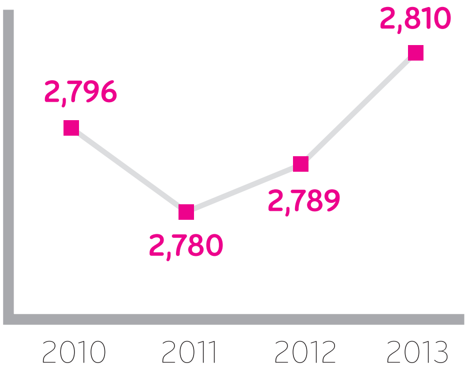
Please note:
The 2013 market figures are based on a projection by IKW on the basis of the data of Information Resources GmbH for January to September 2013.

HAIR CARE PRODUCTS
in million €



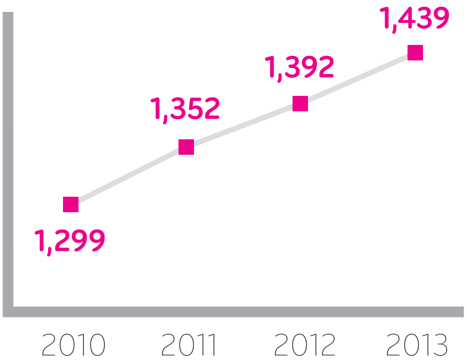
With total sales value of EUR 3.055 billion hair care products accounted for approximately one-fourth of the beauty care market. With a 1.2 % rise, they were again the largest category of goods on this market in 2013. Despite an ongoing strong competition and price pressure this category was able to slightly increase again. The higher economic value added on the market is more particularly illustrated by the market launches for cures and hair oils.

SKIN AND FACE CARE PRODUCTS
in million €



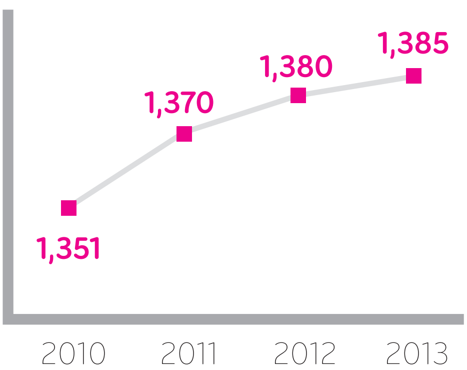
Skin and face care products represent the second largest sub-market in beauty care with a market share of more than one-fifth. With an 0.8 % rise to EUR 2.81 billion they developed more positively than the overall market.

DECORATIVE COSMETICS
in million €



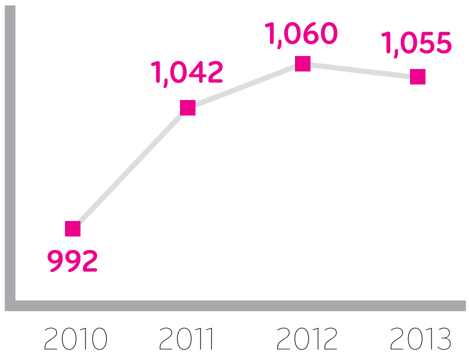
With more than 11 % of the overall market, the category of decorative cosmetics is the third largest segment. The sale of these products contributed EUR 47 million to the overall market growth in 2013. The positive feeling of an attractively made-up face is desired by an increasing number of consumers, so that this category grew by 3.4 % to EUR 1.439 billion.

ORAL AND DENTAL CARE PRODUCTS
in million €



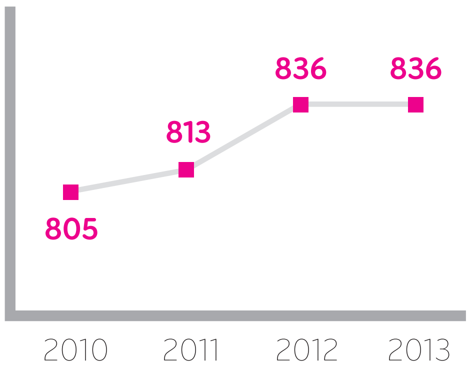
Oral and dental care products are the fourth largest segment, with a market share of slightly above one-tenth. With a growth rate of 0.4 % they continued the uptrend of the past years and rose by EUR 5 million to EUR 1.385 billion.

LADIES FRAGRANCES
in million €



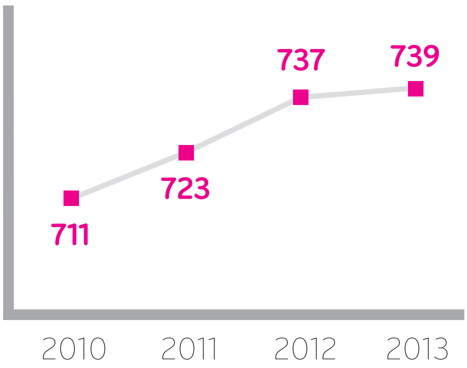
With more than EUR 1 billion sales value ladies fragrances represent more than 8 % of the overall market. In 2013 the trend towards higher valued brand and luxury products remains uninterrupted.

BATH AND SHOWER PREPARATIONS
in million €



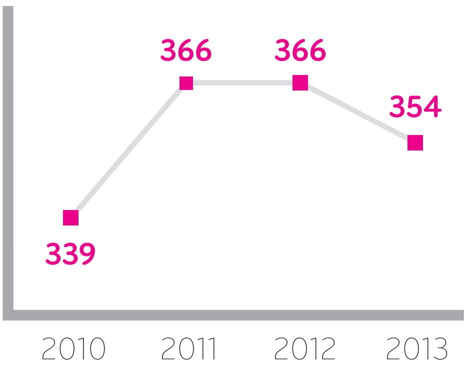
The market for bath and shower preparations remained flat versus prior year at EUR 836 million.

DEODORANTS
in million €



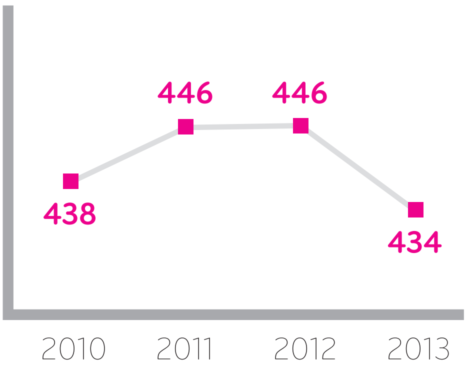
Deodorants rose by 0.3 %. This corresponded to a growth of EUR 2 million to total sales value of now EUR 739 million.

SOAPS AND SYNDETS
in million €



The market segment soaps and syndets was not able to maintain its prior year level. It dropped in 2013 by EUR 12 million to EUR 354 million.

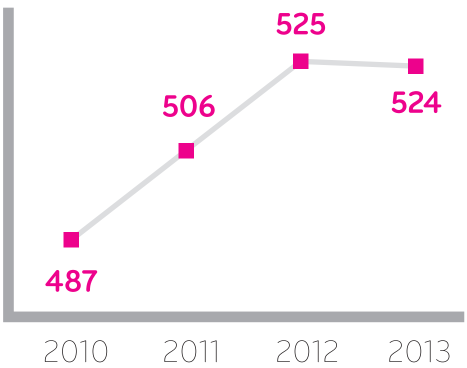
OTHER BEAUTY CARE PRODUCTS*
in million €



Sales value with other beauty care products recorded a decrease in sales value of 2.7 % to EUR 434 million in 2013. Merely baby care products increased their sales value by 0.7 % to EUR 143 million. Foot care products decreased, however, by 3.9 %. Their market volume dropped to EUR 146 million. The segment of depilatories did not reach its prior year growth rate – this market declined by 4.6 % to EUR 145 million.

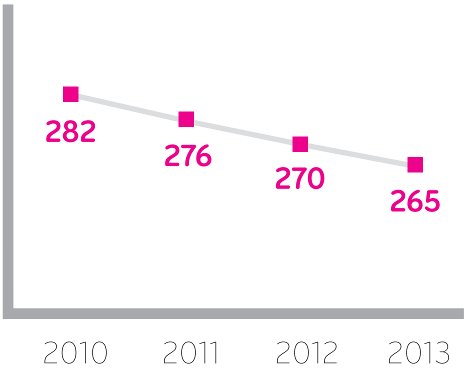
* Foot care products, depilatories and baby care products without shampoos/bath and shower preparations/soaps

MEN'S FRAGRANCES
in million €



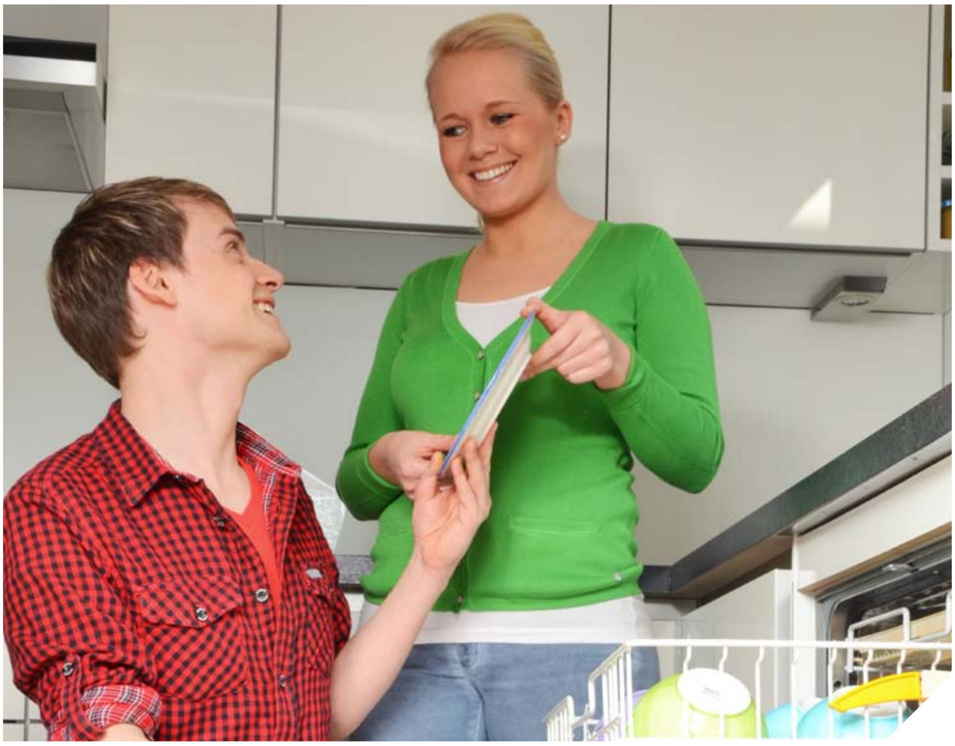
The market for men's fragrances continues to be based primarily on established brands and records a slight decline in sales value of EUR 1 million to EUR 524 million.

SHAVING CARE PRODUCTS, AFTERSHAVES AND PRE-SHAVES
in million €



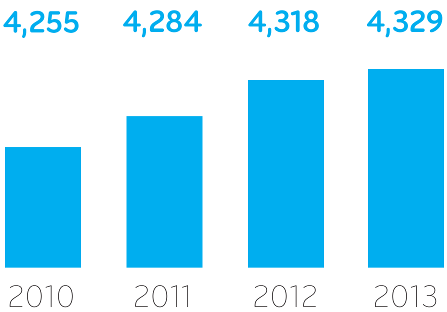
The product range of shaving care products, aftershaves and pre-shaves was again under a strong price and margin pressure in 2013. The market volume dropped by 1.9 % to EUR 265 million.

Sales value aftershaves/pre-shaves 2013: EUR 159 million, 2012 EUR 162 million
Sales value shaving care products (ladies and men) 2013: EUR 106 million, 2012: EUR 108 million



Home Care Product Market Germany 2010 - 2013

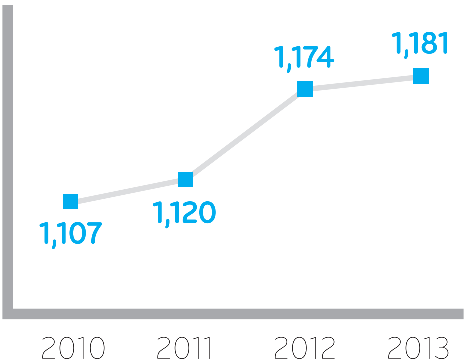
in million € at retail sales prices



During the reporting year 2013 the total market of home care products grew by 0.2 % to EUR 4.329 billion.

HEAVY-DUTY LAUNDRY DETERGENTS

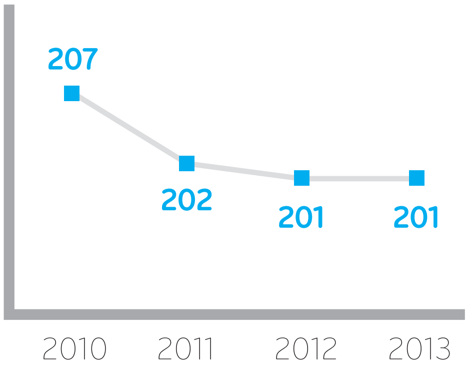
in million €



Heavy-duty laundry detergents are the by far most important sub-market in this segment with a volume of EUR 1.181 billion. Their share in the overall market for home care products amounts to more than 27 %. At the same time this category grew by 0.6 % – corresponding to EUR 7 million – to make an important contribution to the positive development in sales value for home care products.

LIGHT-DUTY LAUNDRY DETERGENTS

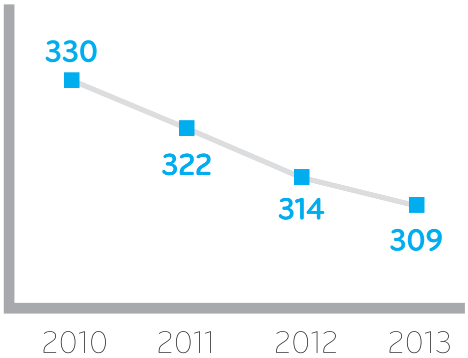
in million €



Sales value with light-duty laundry detergents remained flat in 2013 at EUR 201 million.

LAUNDRY ADDITIVES*

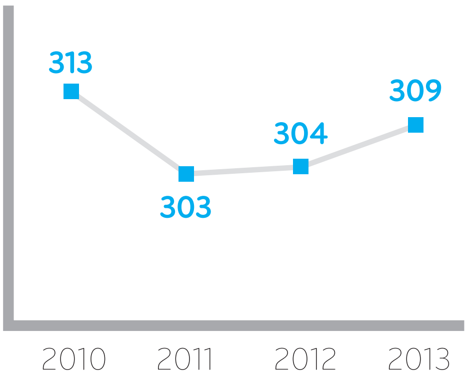
in million €



The market for laundry additives was not able to maintain its 2012 level and decreased by 1.6 % to EUR 309 million. The declining trend of the prior year continued for this product category.

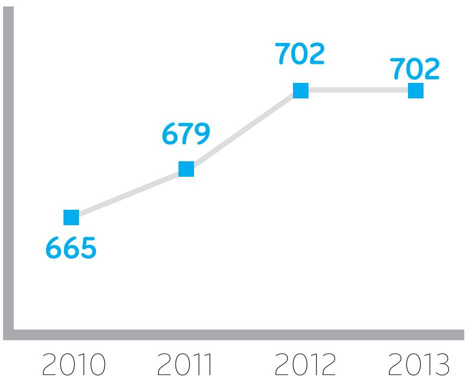
* Stain removers, waterproofing products, pre-wash additives, soaking agents, bleaches, starches, ironing aids, textile dyes and dye removers

FABRIC CONDITIONERS
in million €



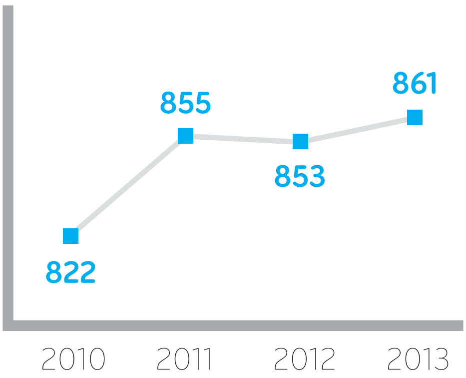
Fabric conditioners recorded a 1.5 % plus. This corresponds to a growth of EUR 5 million to EUR 309 million. As in previous years, the main driver was the high share of sales through promotions.

DISHWASHING DETERGENTS
in million €



The market for dishwashing detergents remained flat at EUR 702 million.

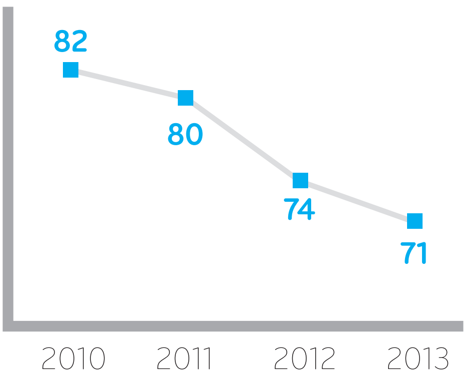
HARD SURFACE CLEANERS*
in million €



The sales value generated by hard surface cleaners amounted to almost 20 % within the home care product market. This means that this product category continues to be the second most important pillar for the home care products. Unlike in the previous year, home care products recorded a slight plus of 0.9 % to EUR 861 million.

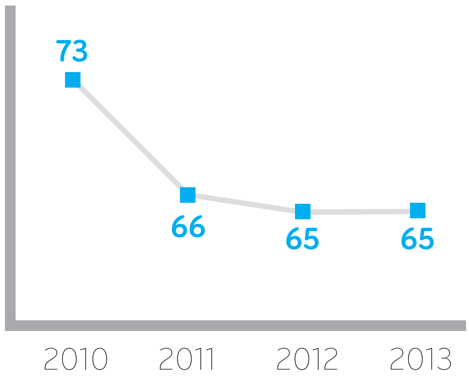
* Bath, sanitary, glass, window, home cleaning agents; pipe, drain cleaning agents, special cleaning agents (oven, lime, metal); WC cleaning agents and stones

FURNITURE, FLOOR AND CARPET CLEANER
in million €



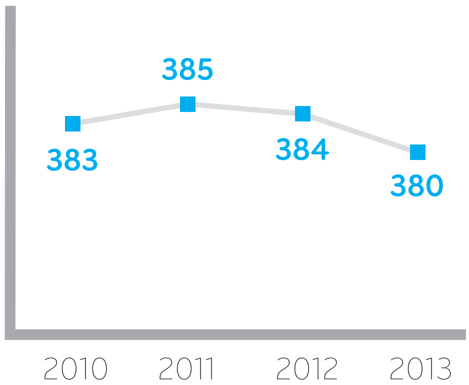
The sales value with living space cleaning agents was again declining in 2013. The market dropped to EUR 71 million. This corresponds to a minus of 4.1 %.

LEATHER CARE PRODUCTS
in million €



As during the previous year, the market for leather care products remained on the same level in 2013 with EUR 65 million.

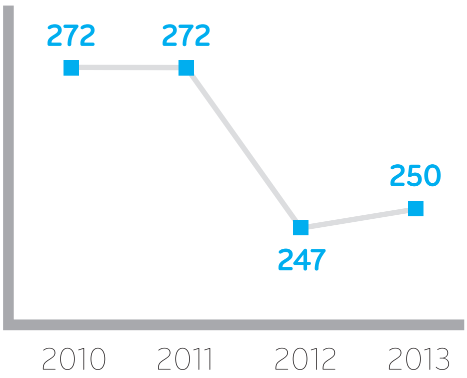
AIR FRESHENERS
in million €



The market for air fresheners dropped slightly by 1.0 % to EUR 380 million in 2013.

AUTOMOTIVE CARE

in million €



Better weather conditions resulted in more activities in the field of automotive care. The market for automotive care products grew by 1.2 % in 2013 and reached a volume of EUR 250 million.

Market Conditions

The impact of the insolvency of a major drugstore chain continued to be felt in 2013. On the market for beauty care products the drugstore outlets remained, however – despite a 4 % loss in sales value – the by far most important sales channel, with a market share of more than 40 %. In addition the food retail trade benefitted from a redistribution of the distribution channels. The extension of the cosmetics range as well as new merchandising concepts proved their worth and contributed to a growth rate of almost 10 %. However, also hypermarkets and supermarkets were able to significantly increase their cosmetics sales value versus prior year by 3 % and 7 %, respectively. Although some discounters were still lagging behind the remaining food retail trade, they recorded a better development than during the previous year. The listing of branded products showed positive impulsions here. The slightly declining development of the overall market for beauty care products until mid 2013 was primarily due to the drugstore outlets, perfumeries as well as department stores. Both department stores and perfumeries suffered from losses in sales value by around 3 % during the rolling year until September. In particular in the important fragrances category for these sales channels there were comparatively less new product launches during the first half-year 2013, which usually provide sales value with an uptrend. Industry focused last year primarily on launches before Christmas. Pharmacies had a very positive development with a 5 % increase in sales value. Growth was driven here in particular by the higher sales volume with high-priced products as well as a large number of product launches, which were above the market average in terms of pricing.

Concerning home care products, hypermarkets have further enlarged their significance versus prior year. Due to the disappearance of the above-mentioned large drugstore chain, more than one-third of the sales value is now generated here for home care products. An additional increase in sales volume was ensured by growing promotion turnovers. Drugstores continue to be the second most important sales channel for home care products with roughly 23 %. As a result of the significantly declining number of outlets, they recorded, however, double-digit losses in sales value.

Discounters had different developments. Whereas some chains recorded a share in sales value for home care products of more than 20 %, other outlets only achieved sales value slightly below the 10 % threshold, but grow at the same pace as during the previous year.

Outlook 2014

In 2013 the market for beauty and home care products rose by around 0.5 % in Germany. The positive development of the general consumption climate in Germany as well as innovative products of our industries were the underlying drivers.

In 2014 the business community and political circles have to face greater challenges. Foreign trade has to make its way in a more difficult environment and hopes focus, therefore, increasingly on domestic demand. The trend of the last quarter 2013 leads to optimism. A decisive factor for a further satisfying development will be the economic and structural policy environment. For the business location Germany the governing coalition has to address major tasks: far-sightedness and sound judgment in particular for the energy turnaround and tax policy will be decisive for a continuation of the so far good economic development in Germany.

IKW assumes that there will be further intensified competition in 2014, which will result in innovations with a relevant added value for consumers. Against this backdrop, IKW anticipates further growth of the markets for beauty and home care products.

Medium-sized Businesses

Medium-sized businesses have a special standing at IKW. Two conferences happen annually for medium-sized businesses exclusively, during which relevant economic topics are intensively assessed.

Key aspects of the March 2013 Spring Conference were the international sourcing strategies and tops and flops of product innovations of medium-sized businesses. Key speaker was Petra Schäfer, dm-drogerie markt GmbH + Co. KG. She explained her company's set of criteria for successful innovations. The Fall conference focused on the latest EU regulations in the field of cosmetics and biocides and their consequences for the medium-sized businesses.

Trade Fairs Abroad

IKW has been promoting its members to interact cross-nationally on an international level since the mid-90s. Part of this is the coordination of private contributions of IKW member companies at foreign fairs, as well as the application and implementation of the IKW foreign fairs (these have been accepted by the foreign fair program of the German Federal Ministry of Economics). The foreign fair program is useful for the small firm sector in terms of realizing growth outside German boarders.

IKW applies for subsidies, through the exhibition committee and fair committee of the German Economy (IKW is a member of the latter), at the Federal Ministry of Economics, for the fair participation of medium-sized businesses (members of IKW) at fairs outside of the EU. The so-called German Pavilions enable firms to present themselves and their products at individual company stands. They are hereby integrated into the infrastructure of a German community stand and can advertise with the well appreciated quality promise "Made in Germany". Furthermore, they profit from extensive assistance and guidance, as well as a mutual information and service point on-site.

The firm presentation is flanked by a broad portfolio of accompanying supportive measures: press conferences, incentive events for fair goers, audio visual advertising material, customer attraction, and visits of German representatives to the fair booths. Additionally, an online platform serves to connect exhibitors and the press at www.german-pavilion.de.

IKW is currently active at the trade fairs in Dubai, Abu Dhabi, Hong Kong, Shanghai, Kiew and Moscow. Additionally, IKW organizes fair initiatives on a private enterprise basis, for the foreign market in India. Mumbai and New Delhi will be added to the above list of trade fairs, acknowledged by the federal foreign fair program.

HOME CARE

LEGAL REGULATIONS

For detergents and maintenance products, the following legal regulations are especially important:

- Detergents Regulation (EC) No. 648/2004
- Chemicals Regulation (EC) No. 1907/2006 ("REACh")
- Regulation on Classification, Labelling and Packaging (EC) No. 1272/2008
- Biocidal Poducts Regulation (EU) No. 528/2012
- German Food, Feed and Commodities Act

The Home Care division of IKW provides information for members and guidelines and organises information events on a regular basis on current legal developments concerning detergents, care and cleaning products. It is the contact partner for ministries and public authorities on a federal and regional level as well as for the members of the German Parliament and the European Parliament. The goal is to obtain regulations which are helpful for consumer and environmental protection and feasible for the member companies.

FORUM WASCHEN

The dialogue platform FORUM WASCHEN (Forum Washing) has originated from a sustainability initiative of IKW, taken in 2001. FORUM WASCHEN has a total of 36 stakeholders including public authorities and ministries, professional organisations, industry, environmental and consumer associations, universities, institutes and schools from Germany, see: www.forum-waschen.de. The IKW Home Care division acts as a co-ordination office for FORUM WASCHEN. FORUM WASCHEN has organised an annual activation day on sustainable washing(up) on 10 May since 2004. Every year up to 200 activities are deployed throughout Germany. The goal of the activation day is to motivate consumers and pupils through opinion leaders to support more sustainability in washing(up) and cleaning.

In the German Parliament tribute was paid to this activation day in May 2013 by MP Bärbel Kofler during a debate on the European Detergents Regulation: *"European legislation is one facet of the*

The new EC Cosmetics Regulation, effective since July 11, 2013 and its implementation is the focal point of the work done in the beauty care sector.

Safety assessment of cosmetic products is an important topic of the regulation as it is described in more detail than before in Annex I of the regulation. The EU Commission published a guideline for the annotation of Annex I yet. The qualifications of the persons who are entitled to conduct the safety assessment are specified in the regulation. Interdisciplinary knowledge is necessary for competent assessment of safety of cosmetic products. The DGK, German Association for Scientific and Applied Cosmetics, together with IKW, offers advanced training courses for safety assessors in German and English (see www.safetyassessor.info).

Claim substantiation of cosmetic products is also in the focus of the legislation. Claims always need to be justified and in no way mislead the consumer. The EC Cosmetic Regulation was complemented by another regulation with common criteria. These concern truthfulness, evidential support, proof, honesty, fairness and the necessity to enable the consumer to make a well-founded decision based on the information about the products.

Cosmetic products have a high level of safety and compatibility. Nevertheless, even under correct use, individual intolerances, such as minor skin irritations or allergic reactions, can occur. According to a survey done by IKW since 1976, there are only 1.3 cases of health-related intolerances per 1 million sold cosmetic product packages. The very rare case of a serious undesirable effect, e. g. such a one which needs to be treated in a hospital, should be reported, according to the new EC Cosmetic Regulation – this process was named Cosmetovigilance. The European Commission published guidelines and standardized report forms regarding this topic on the internet.

Furthermore, all products need to have been registered at the Cosmetic Products Notification Portal (CPNP).

The EC Cosmetic Regulation contains numerous additional regulations, such as for nanomaterials, CMR substances, positive lists and banned substances and many more. Furthermore, labelling requirements in the German language, are established.

Further emphasis in this sector lies on the dialogue with other institutions. Further information for producers and distributors of cosmetic products in Germany can be found on the homepage: www.schoenheitspflege.org.

environmental protection topic; concrete tips and education for consumers are the other facet. I am, therefore, pleased to note that on 10 May the nationwide action day "Sustainable Washing(up)" took place for the 10th time […]. The action day was initiated, amongst others, by the German Cosmetics, Toiletry, Perfumery and Detergent Association, which mobilised on this occasion stakeholders from consumer associations, public authorities, environmental organisations and research institutes […]"

In 2012, FORUM WASCHEN became an official project for the World Decade for Education for Sustainable Development of the United Nations, for the period from 2013 to 2014.

PRODUCT SAFETY

The Home Care division of IKW has been conducting surveys since 2007, asking its member companies (selling detergents and maintenance products to private consumers in Germany) about registered intolerances. In the period between 2006 and 2012 11.3 billion packages were sold and the following case data was registered:

Skin Irritations	Total number of cases from 2006 to 2012	Number of cases per 1 billion of sold packages
Described plausibly by the consumer	2,904	257
Medically confirmed:	97	9
Allergies	**Total number of cases from 2006 to 2012**	**Number of cases per 1 billion of sold packages**
Inquiries by Doctors	37	4
Medically confirmed	22	2

These numbers reflect the high safety status of detergents and maintenance products for private consumers.

ORDINARY MEMBERS

A

ABTSWINDER NATURHEILMITTEL
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